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LEO BURNETT COMPANY, Inc.

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Philip Morris...Famous Brands

Philip Morris ...Growth

In 1972 Philip Morris operating revenues passed the two billion dollar mark for the first time. This is more than twice the figure for 1967.

This record reflects our growing cigarette sales. But

the most important factor in our growth is the quality of our people.

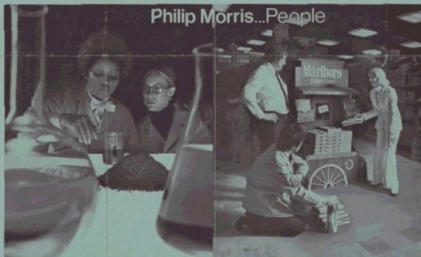
Particularly in sales and in research, there are many opportunities for women. Half of all the purchasers of Philip Morris products are women, so it is important to us to find the best women, as well as the best men, that we can.

And, having found good women, to train them well, to

encourage their professional growth just as they contribute to our corporate growth.

Our future depends on good people. Those who are here now have learned that the best place for a man or woman to grow is in a company that is growing fast.

Philip Morris Incorporated
100 Park Avenue, N.Y.



Philip Morris...People

